

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA****III Year B.Tech. Computer Science Engineering. II-Sem.****MANAGEMENTSCIENCE****UNIT I**

**Introduction to Management:** Concept –nature and importance of Management – Functions of Management – Evaluation of Management thought- Theories of Motivation – Decision making process-Designing organization structure- Principles of organization - Types of organization structure

**UNIT II**

**Operations Management:** Principles and Types of Management – Work study- Statistical Quality Control- Control charts (P-chart, R-chart, and C-chart) Simple problems- Material Management: Need for Inventory control- EOQ, ABC analysis (simple problems) and Types of ABC analysis (HML, SDE, VED, and FSN analysis)

**UNIT III**

**Functional Management:** Concept of HRM, HRD and PMIR- Functions of HR Manager- Wage payment plans(Simple Problems) – Job Evaluation and Merit Rating - Marketing Management- Functions of Marketing – Marketing strategies based on product Life Cycle, Channels of distributions.

**UNIT IV**

**Project Management:** (PERT/CPM): Development of Network – Difference between PERT and CPM Identifying Critical Path- Probability- Project Crashing (Simple Problems)

**UNIT V**

**Strategic Management:** Vision, Mission, Goals, Strategy – Elements of Corporate Planning Process – Environmental Scanning – SWOT analysis- Steps in Strategy Formulation and Implementation, Generic Strategy alternatives

**UNIT VI**

**Management Ethics:** Importance of Ethics in Business and Management – Ethics in Marketing - HRM-Financial Management – Business Ethics and Law (Case example)

**UNIT VII**

**Business Communication:** Report writing – Cross Cultural Communication, Problems and Challenges- Presentation Skills – Interviews- Video conferences

**UNIT VIII**

**Contemporary Management Practice:** Basic concepts of MIS, MRP, Just-in-Time(JIT) system, Total Quality Management(TQM), Six sigma and Capability Maturity Model(CMM) Levies, Supply Chain Management, Enterprise Resource Planning (ERP), Performance Management, Business Process outsourcing (BPO), Business process Re-engineering and Bench Marking, Balanced Score Card.

**TEXT BOOKS:**

1. Dr. P. Vijaya Kumar & Dr. N. Appa Rao, '*Management Science*' Cengage, Delhi, 2012.
2. Dr. A. R. Aryasri, '*Management Science*' TMH 2011.

**REFERENCES:**

1. Koontz & Weihrich: '*Essentials of management*' TMH 2011
2. Seth & Rastogi: *Global Management Systems*, Cengage learning, Delhi, 2011
3. Robbins: *Organizational Behaviour*, Pearson publications, 2011
4. Kanishka Bedi: *Production & Operations Management*, Oxford Publications, 2011
5. Philip Kotler & Armstrong: *Principles of Marketing*, Pearson publications select contemporary management practices.
6. Biswajit Patnaik: *Human Resource Management*, PHI, 2011
7. Hitt and Vijaya Kumar: *Starategic Management*, Cengage learning

**Pre-requisites:** Managerial Economics

**Objective:** To familiarize with the process of management and to provide basic insights into

**Codes/ Tables:** Normal Distribution Function Tables need to be permitted into the examination Halls

**Question paper pattern:** 5 questions to be answered out of 8 questions.

Each question should not have more than 3 bits.

Unit VIII will have only short questions, not essay questions